Gamification II

Design thinking

- Design: a way to approach problems
- Design thinking (as a process):
  - Must have a goal (achieve an objective)
  - Human centered
    - Students as players
    - Experiences (an experience is more than the sum of the game elements)
  - Balance (between analytical & creative)
  - Iteractive (you won't get it right for the first time)
    - Prototyping (skeleton of the game)
    - Playtesting

Gamification Design Framework

1. Define the objectives
2. Delineate target behaviours
3. Describe your players
4. Devise activity loops
5. Don't forget the fun
6. Deploy the appropriate tools

D6

1. Define the Objectives

• List and rank possible objectives
• Eliminate the "means to an end" (ex: points or badges)
• Justify the objectives (it helps to see possible dependencies)

2. Delineate target behaviours

- Specific
- Success metrics ("Win states")
  - Target behaviours define if the objectives success or failure
- Analytics (measuring the success)
  - Daily Average Users
  - Number of points, number of badges, …
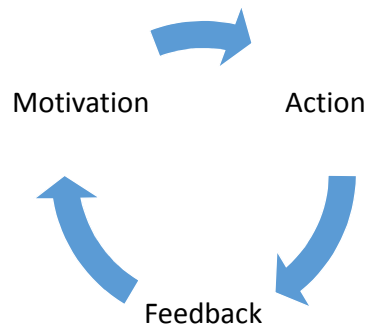 - Virality
  - …

3. Describe your players

- Knowing the players: what motivates them?
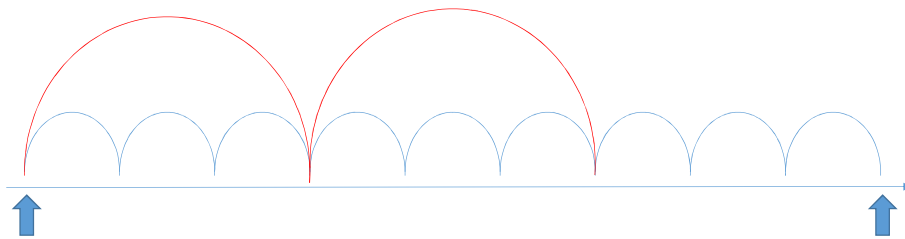- Richard Bartle's Player Type Model:
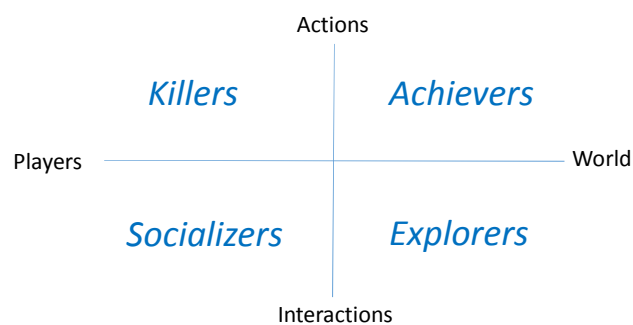
4. Devise Activity Loops

- Engagement Loops

Motivation   Action

Feedback

- Progression Loops

- Engaging Loops → Micro level
- Progressive Loops → Macro Level

5. Don't forget the fun!

- Game designers usually focus so much in the Activity Loops, that they tend to forget that a game is an experience that should be fun!

6. Deploy the appropriate tools